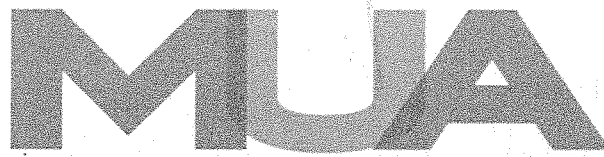


The
Management
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

BML 208/HRM 314: PUBLIC RELATIONS

DATE: 13TH DECEMBER 2016

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

MC SHIPPING COMPANY

MC Shipping Company, a Nairobi Stock Exchange listed company, was a limited life company started in 1989 with a single objective, to buy a fleet of ships, operate it and distribute cash flows to stock holders and sell once the ships value had appreciated.

However, with a market decline in the shipping industry shortly after the company begun, the objective could not be met. By 1993, the company management decided that the operating structure should be changed from a limited life structure to a perpetual one. To allow this, debt equity were to be increased so the company could operate more aggressively.

The perpetual proposal, though has to be approved by two thirds of the shareholders. Five similar proposals had been advanced by other companies, and only had one succeeded.

Management knew it was in for a proxy fight. After a tough battle that included an annual meeting plus two adjournments and a final meeting, the meeting the proposal passed by a slim 1.1 percent margin

Required:

- a) Explain what you would do to improve the chances for proxy battle (6 marks)
- b) Examine the growing interest in investor relations in MC Company (7 marks)
- c) As a PR student what advice would you give to MC Company in regard to the advantages they would enjoy from media coverage (6 marks)
- d) Discuss how MC Company can plan for crisis incase things don't work out well in the future (6 marks)

QUESTION TWO;

- a) Critically analyze the contents of a CEO letter when preparing annual reports (12 marks)
- b) Establish why communication policies fail (3 marks)

QUESTION THREE:

- a) "The internet is a major curse to the modern Public Relations Practitioner". Discuss why it has disadvantaged the audience and organizations (7 marks)
- b) Cooperate charitable decisions should be made with adequate planning. In the development of a coherent approach to corporate giving, several factors are taken to account. Narrate this factors (8 marks)

QUESTION FOUR:

- a) Assess the objectives behind community relations (6 marks)
- b) Define financial relations and describe key elements of a good annual report (9 marks)

QUESTION FIVE:

Write short notes under the following topics

- a) PR Versus Journalism (5 marks)
- b) PR and Advertising (5 marks)
- c) PR versus Marketing (5 marks)

QUESTION SIX

- a) The basic elements of issues management is proactive planning. Detail the five step process of issues management (5 marks)

- b) A press release is a written statement to the media. Examine key issues to consider when writing a press release (10 marks)